

Message Text

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ACTION COME-00

INFO OCT-01 NEA-09 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00

RSC-01 /025 W

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R 201204Z JAN 75

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 9868

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E.O. 11652: NA

TAGS: BEXP, IR

SUBJ: IRAN CCP PROGRAM REVIEW: JULY-OCTOBER 1974

REF: (A) STATE 266287; (B) STATE 280182

1. IN VIEW INDICATED DESIRE REF B ELIMINATE DETAILED REPORTS ON ACTIVITIES FOLLOWING PROGRAM REVIEW FIRST THIRD OF FY 75, ALTHOUGH LENGTHIER THAN SUGGESTED, IS CONDENSED VERSION OF ORIGINALLY PLANNED REPORT.

2. OF THE MORE THAN 1,000 BUSINESS VISITORS TO THE EMBASSY DURING THIS PERIOD, A VERY LARGE NUMBER WERE SEEKING AGENCY/DISTRIBUTOR RELATIONSHIPS AND WERE MATERIALLY ASSISTED. MANY OTHERS WERE COUNSELED AND ACTIVELY ASSISTED IN MARKETING THEIR PRODUCTS AND SERVICES OR IN POTENTIAL JOINT VENTURES.

3. DURING THE 4-MONTH PERIOD, 39 ADS SURVEYS WERE PROCESSED, COMPARED WITH 14 A YEAR EARLIER, WHILE 68 WTDR'S WERE SUBMITTED, A SLIGHT (AND CONSIDERED TEMPORARY) DECLINE FROM THE 77 HANDLED IN JULY-OCTOBER 1973.

4. AS REGARDS SPECIFIC CAMPAIGNS, THE POST UNDERTOOK AGREED-UPON ACTIONS FOR CAMPAIGN A, NUCLEAR ENERGY, INCLUDING MOUNTING ONE BSP ON THIS THEME; DID PRELIMINARY WORK IN ADVANCE OF THE NOVEMBER 24 TRADE CENTER SHOW IN SUPPORT OF CAMPAIGN B, EDUCATIONAL, AUDIO-VISUAL, AND VOCATIONAL TRAINING AIDS; AND UNDERTOOK THE INDICATED ACTIONS FOR CAMPAIGNS C AND D, RELATING TO SATELLITE COMMUNICATIONS

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SYSTEMS AND TO MAJOR CONSTRUCTION PROJECTS, RESPECTIVELY.

5. SUBSEQUENT TO THE PERIOD UNDER REVIEW, A NUMBER OF ACTIONS WERE TAKEN IN SUPPORT OF THE FY 75 CCP RELATING BOTH TO MAJOR CAMPAIGNS AND TO CHANGES IN PROCEDURE, ETC. DESIGNED TO IMPROVE THE EFFICIENCY OF THE EMBASSY'S COMMERCIAL EFFORT. THESE WILL BE OUTLINED ON AN AD HOC BASIS AND/OR IN THE FINAL, YEAR-END REVIEW OF THE FY 75 CCP.

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